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Docket No.: 5217.00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#9  
nzw

First Named Inventor	: CRISTOFALO	
Appln. No.	: 09/834,500	
Filed	: April 12, 2001	Group Art Unit: 3622
Title	: SYSTEM AND METHOD FOR PROVIDING TARGETING OBJECT ORIENTED VIDEO CONTENT TO USERS	Examiner: Daniel LASTRA

**ASSOCIATE POWER OF ATTORNEY**

(37 CFR 1.34)

(For Representation Related To A Patent Application)

**RECEIVED**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

NOV 08 2003

**GROUP 3600**

Sir:

In the above-referenced patent application, please recognize **Scott W. Doyle**, Registration No. **39,176**, as Associate Attorney in this application to prosecute the patent application identified above and to transact all business in the Patent and Trademark Office connected therewith, including full power of association, substitution, and revocation.

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